



## GSA Federal Acquisition Training Symposium

April 25 – 26, 2017  
Huntsville, AL

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# GSA Reverse Auctions (Vendor Training)

[ReverseAuctions.gsa.gov](https://ReverseAuctions.gsa.gov)

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GSA Reverse Auctions Division

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# Reverse Auctions Defined

*What is a Reverse Auction?*

## Definition



Auction in which roles of Buyer and Seller are reversed



Buyer submits request for required goods or services and Sellers compete to obtain business from Buyer



As auction progresses, price decreases as Sellers compete to offer lower prices than the competition until auction ends

# GSA Reverse Auctions

*a GSA e-Tool used to facilitate the request for, and submission of, quotes using a reverse auction process.*



Designed to provide increased efficiencies and transparency in procurement through real-time pricing

# GSA Reverse Auctions Development

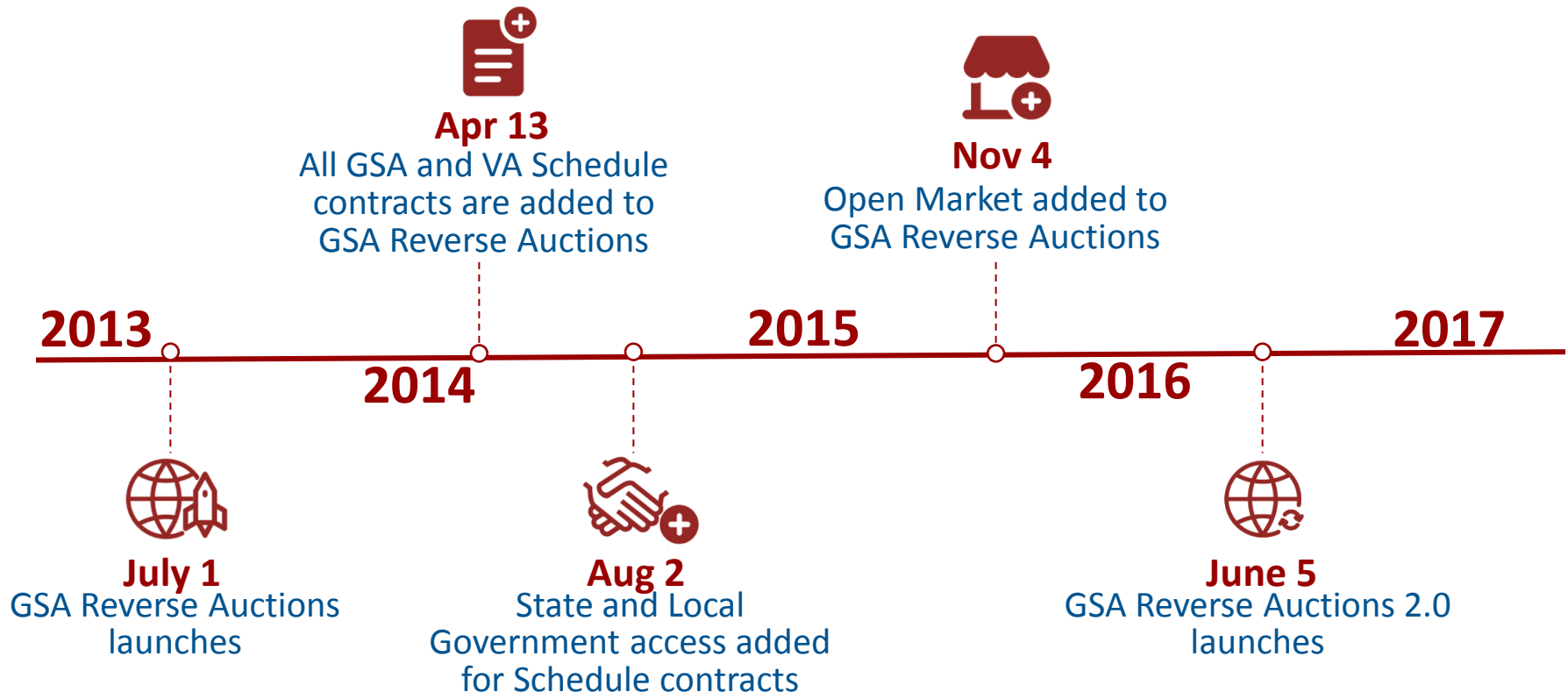
Federal Agencies GSA collaborated with in developing and enhancing the platform:

Developed in  
collaboration with  
Industry and Federal  
Agency Partners





# GSA Reverse Auctions History Timeline



# Top Users of GSA Reverse Auctions

Department of the Navy



Department of the Air Force



Department of Homeland Security

Department of the Army



General Services Administration

Department of Justice



# Available Acquisition Contracts/Solutions

## FEDERAL SUPPLY SCHEDULES (FSS)

GSA and VA Schedule Contracts

## MULTIPLE AWARD CONTRACTS (MAC)

Air Force NETCENTS II Contracts

Army CHESS (ADMC-2 Contracts)

DHS First Source II Contracts

FSSI Office Supplies 3<sup>rd</sup> Gen (OS3) Contracts

## OPEN MARKET

## BLANKET PURCHASE AGREEMENTS (BPAs)

FSSI Print Management BPAs

FSSI Wireless BPAs

SmartBUY Software BPAs

FSSI MRO BPAs

FSSI Janitorial and Sanitation (JanSan) BPAs

Navy Conference Planning Services BPAs

Navy Furniture BPAs

Navy Education BPAs

DHS Enterprise Software BPAs

DHS Medical Supplies BPAs

DHS Language Services BPAs

*\*See GSA Reverse Auctions for Complete List of available solutions - Adding New GSA and Agency-Specific Contracts, BPAs, and Solutions all the time*

# Top Acquisition Vehicles (by Volume)

①

**OPEN MARKET**

②

**GSA SCHEDULE 73***Food Service, Hospitality, Cleaning Equipment and Supplies, Chemicals and Services*

③

**GSA SCHEDULE 70***General Purpose Commercial Information Technology Equipment, Software, and Services*

④

**GSA SCHEDULE 84***Total Solutions for Law Enforcement, Security, Facilities Management, Fire, Rescue, Clothing, Marine Craft and Emergency/Disaster Response*

⑤

**GSA SCHEDULE 51V***Hardware Superstore*



# How GSA Reverse Auctions Works



*GSA Reverse Auctions allows Buyers to compete requirements through a competitive Request for Quotes/Bids process or to evaluate pricing through a "Two Step" solicitation method.*

# So How Do Reverse Auctions Change The Procurement Process?

## In Short... They Don't.

Reverse Auctions are simply a solicitation method and Buyers are still required to:

- › Conduct Market Research
- › Evaluate quotes and determine which offer is in the best interest of the Government.
- › Include appropriate clauses and applicable terms and conditions as prescribed by the FAR, Agency Supplement, and/or local agency policies and procedures

*As a vendor that should mean business as usual when it comes to making decisions on what solicitations to quote on, because with reverse auctions you still have a fair opportunity to compete!*

## Key Benefits & Features



No additional fees for GSA or VA Schedule contract or Schedule BPA auctions



Nominal fee of 0.75% (capped at \$1,500 per line item) for Open Market auctions



Interfaces with existing GSA e-Tools and uses same Login as GSA Advantage/e-Buy



Allows small business and socio-economic category set asides



Direct communication between Buyers and Sellers

## Key Benefits & Features (Continued)



Fully functional Demo website provides a hands-on approach to trying out GSA Reverse Auctions before going live



Transparency in procurement - clear information and audit trail on low price history helps reduce FOIA's on prices paid



Real-time pricing with the ability to submit flat or proxy bids



Government managed and GSA continues to collaborate with Federal agencies and industry on system enhancements



## Performance Metrics



**Total Awarded Value**

**\$161,355,269**



**Average Auction Value**

**\$122,797**



**Average # of Bids**

**2.6**

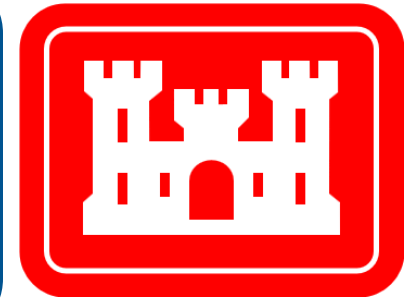


**Small Business Awards**

**92%**

## Customer Success Stories

The US Army Corps of Engineers, Huntsville Center (HNC) approved a policy which adopted GSA Reverse Auctions as the preferred platform for conducting reverse auctions across the Center and requires that all commodity buys be considered for reverse auction in the market research phase.



In January 2017, GSA and the Naval Supply Systems Command (NAVSUP) signed a Memorandum of Understanding (MoU) for the Department of the Navy (DoN), including the U.S. Marine Corps, to use GSA Reverse Auctions to drive more speed and savings into their acquisition process.

# How to Maximize Quote/Bid Results



QUOTE On Every Auction/Requirement You Can Provide



Read All Auction Descriptions and Attachments Thoroughly



Ensure Your Quote/Bid Response Meets ALL Requirements



Add Comments to Your Bid or Ask Questions When Needed



Use the Proxy Bid Function



If You Need Assistance, Ask GSA!

# GSA Reverse Auctions Contact Info



## Connect

Join our 10,000+ strong GSA Reverse Auctions Interact Community:

<https://interact.gsa.gov/group/gsa-reverse-auctions>



## Training

For FREE onsite or virtual training, please contact us at: [GSAReverseAuctions@gsa.gov](mailto:GSAReverseAuctions@gsa.gov), or check available classes at: <https://www.gsa.gov/events>



## Support

For general support questions, contact the GSA Reverse Auctions Helpdesk at [reverseauctionshelp@gsa.gov](mailto:reverseauctionshelp@gsa.gov) or by phone at 855-372-1094

Helpdesk Hours: Monday - Friday, 7:00 am to 6:00 pm CT



# Resource Links



Website Name	Website Address
<b>GSA Reverse Auctions</b>	<a href="http://reverseauctions.gsa.gov/">http://reverseauctions.gsa.gov/</a>
GSA Reverse Auctions Demo Site	<a href="http://reverseauctionsdemo.gsa.gov">http://reverseauctionsdemo.gsa.gov</a>
GSA	<a href="http://www.gsa.gov">http://www.gsa.gov</a>
GSA Interact	<a href="https://interact.gsa.gov/">https://interact.gsa.gov/</a>
GSA <i>Advantage!</i>	<a href="https://www.gsaadvantage.gov/">https://www.gsaadvantage.gov/</a>
GSA eLibrary	<a href="http://www.gsaelibrary.gsa.gov">http://www.gsaelibrary.gsa.gov</a>
GSA eBuy	<a href="https://www.ebuy.gsa.gov">https://www.ebuy.gsa.gov</a>
Acquisition Gateway	<a href="https://hallways.cap.gsa.gov">https://hallways.cap.gsa.gov</a>

Dashboard	Auctions	Awards	Bids	Preference
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## Dashboard

### Active Auctions

Auction ID	Type	Name
1026	OPEN MARKET	Ardor Acrobat XI Pro D
1071	OPEN MARKET	Microscope Digital Cam
1077	OPEN MARKET	Microscope Digital Cam
1082	OPEN MARKET	Parker Fittings for LARG
1029	FBS (GS-3FP-0103N)	22" Computer Monitors

Displaying 1 to 5 of 3 results.

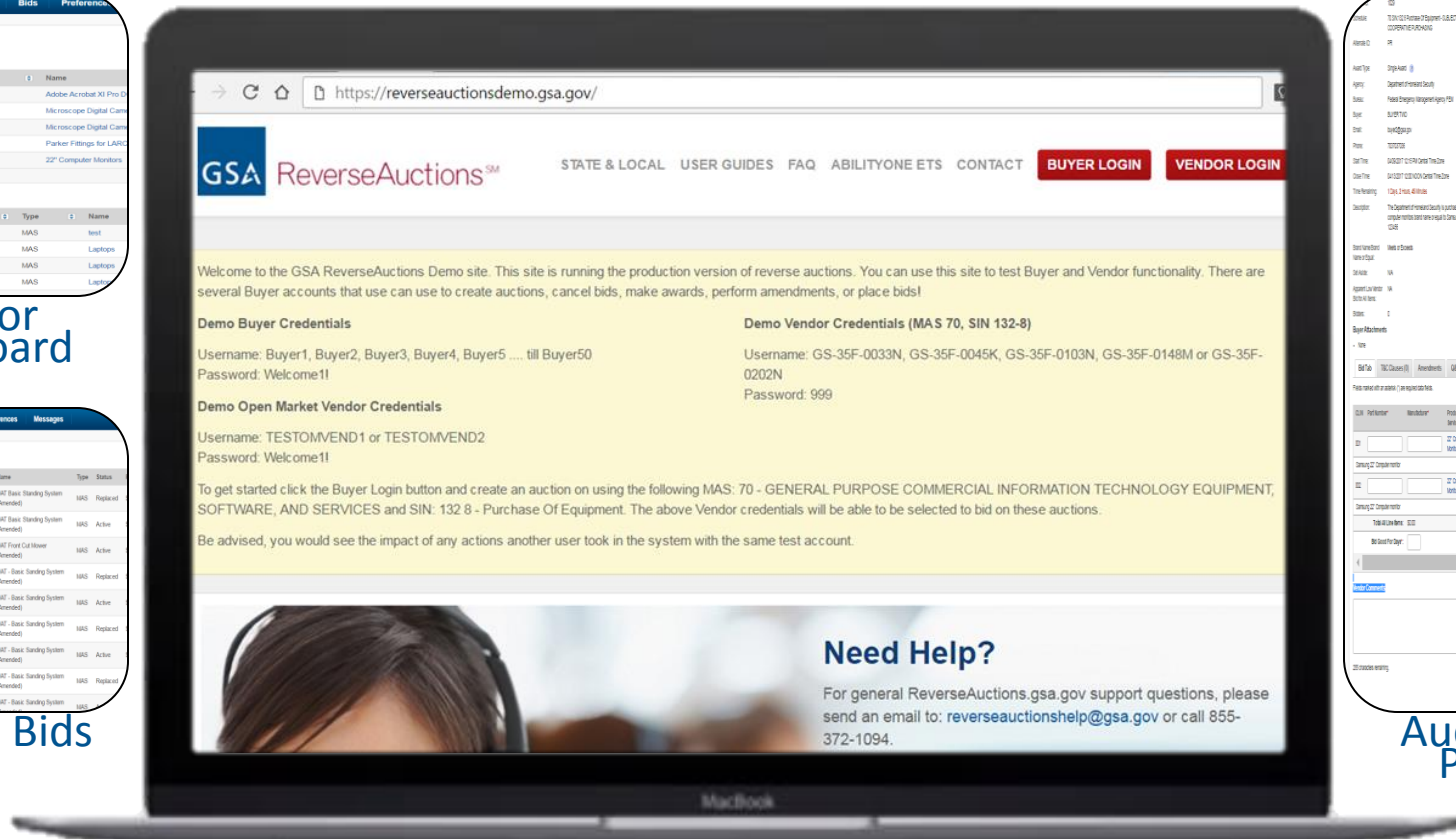
### Awards

Auction ID	Line Item	Type	Name
134	1	MAS	test
147	1	MAS	Laptops
249	1	MAS	Laptops
254	1	MAS	Laptops

# Vendor Dashboard

[illegible]

## Manage Bids



## Auction Bid Process

**GSA** **ReverseAuctions<sup>SM</sup>**  
Bringing Buyers & Sellers Together!<sup>SM</sup>



# THANK YOU

Keep up with us on social media **#GSAReverseAuctions**



[twitter.com/FAS\\_Outreach](https://twitter.com/FAS_Outreach)  
[twitter.com/US\\_GSAR4](https://twitter.com/US_GSAR4)



[facebook.com/GSA](https://facebook.com/GSA)  
[facebook.com/GSASESB](https://facebook.com/GSASESB)



[youtube.com/user/USGSA](https://youtube.com/user/USGSA)



[instagram.com/USGSA](https://instagram.com/USGSA)





# RESOURCE SLIDES

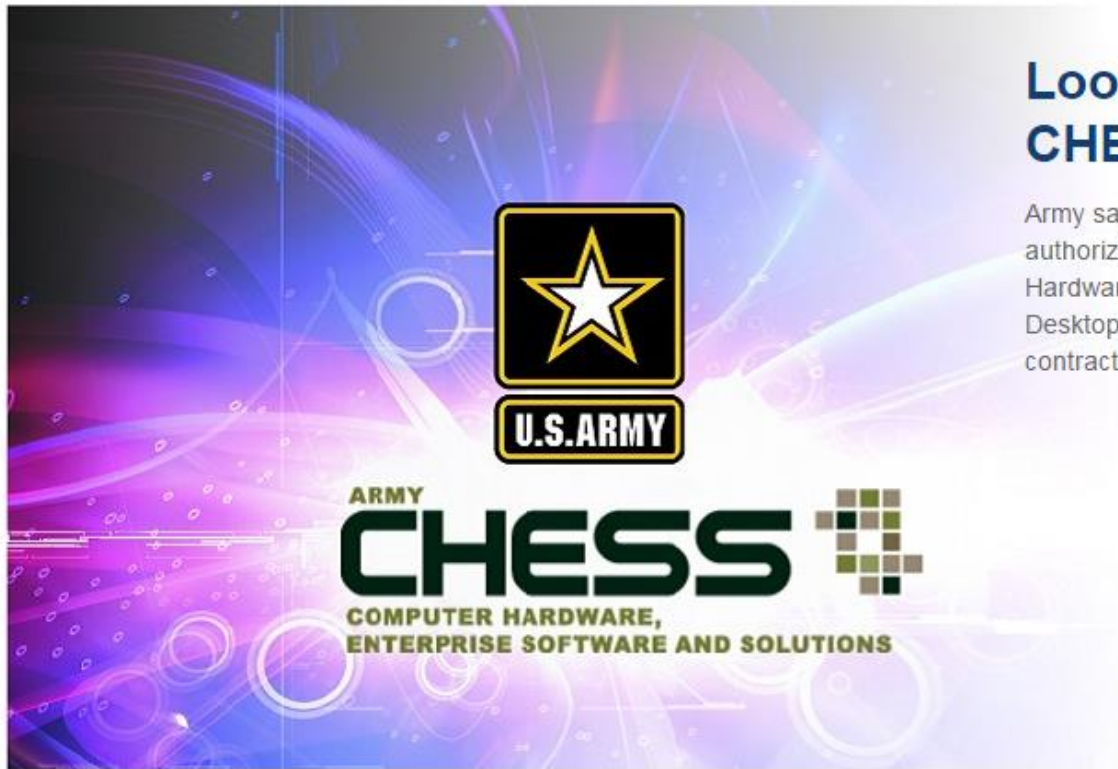


**ReverseAuctions<sup>SM</sup>**  
Bringing Buyers & Sellers Together!™

[STATE & LOCAL](#) [USER GUIDES](#) [FAQ](#) [ABILITYONE ETS](#) [CONTACT](#)

[BUYER LOGIN](#)

[VENDOR LOGIN](#)



## Looking to make an Army CHES buy?

Army says Yes to CHES on GSA ReverseAuctions! U.S. Army authorizes GSA Reverse Auction to provide its "Computer Hardware, Enterprise Software and Solutions" (CHES) Army Desktop and Mobile Computing-2 (ADMC-2) hardware contracts.

**GSA ReverseAuction**  
Bringing Buyers & Sellers Together™

**BUYER LOGIN** **VENDOR LOGIN**

### Login as Vendor

Contract Number/Username:

Example: GS96F9999F, V123P1234A, or GSOOT07NSD1234  
DHS First Source contractors must include dashes (-) in their user name

Password:

eBay Vendors: Use your GSA eBay Password  
Non eBay contract Vendors: Use your non eBay password

**Login**

Forgot Your Password? Please contact the Reverse Auctions Helpdesk at 1-855-372-1094 or e-mail us at [reverseauctionshelp@gsa.gov](mailto:reverseauctionshelp@gsa.gov).

Non eBay contract vendors click [here](#) to reset forgot password.

Open market vendors click [here](#) to register.

Welcome to GSA Auction 2.0  
Simplified!

## Open Market Vendor Registration

Fields marked with an asterisk (\*) are required data fields.

### Personal & Company Information

\* Company Name:

Select NAICS Code:



Add NAICS Code

\* First Name:

Middle Initial:

\* Last Name:

\* Email:

### Contact Information

\* Address Line 1:

Address Line 2:

\* City:

\* State:

\* Zip:

\* Day Phone:

\* Evening Phone:



Welcome, Testing Last

[Log Out](#)[User Guides](#)[FAQ](#)[AbilityOne ETS](#)[Contact Us](#)[How are we doing?](#)

You are viewing the development environment.

[Dashboard](#)[Auctions](#)[Awards](#)[Bids](#)[Preferences](#)[Messages](#)

## Dashboard

### Active Auctions

Auction ID	Type	Name	Start Date	End Date
3E22	MAS (GS-35F-0202N)	TEST-AMEND (Amended)	05/11/2016	06/30/2016 08:00 AM. CT
3E46	MAS (GS-35F-0202N)	Laptops and Monitors	05/24/2016	06/03/2016 05:00 PM. CT
3E53	MAS (GS-35F-0202N)	Test 24	05/25/2016	06/03/2016 12:00 PM. CT
3E54	MAS (GS-35F-0202N)	Computer Monitor	05/26/2016	06/03/2016 12:00 PM. CT
3E58	MAS (GS-35F-0202N)	Error Test1	05/31/2016	06/03/2016 12:00 PM. CT

Displaying 1 to 5 of 8 results.

[First](#) [Previous](#) [1](#) [2](#) [Next](#) [Last](#)

### Awards

Auction ID	Line Item	Type	Name	Amount	Status	End Date
759	1	MAS	TEST	\$139,000.00	Pending	01/14/2014
884	1	MAS	Dell desktops	\$5,000.00	Pending	03/14/2014
916	1	MAS	TEST 1	\$187,888.00	Pending	09/22/2014

Warning: In order to view the most up-to-date information, please click on the refresh button.

## Test 27

Auction ID: 3871

Schedule: 70 SIN:132 8 Purchase of New Equipment - SUBJECT TO COOPERATIVE PURCHASING

Award Type: Single Award 

Agency: GENERAL SERVICES ADMINISTRATION

Bureau: FEDERAL ACQUISITION SERVICES

Buyer: STEPHEN GIBSON

Email: stephen.gibson@gsa.gov

Phone: 7037037036

Start Time: 06/01/2016 09:32 AM Central Time Zone

Close Time: 06/03/2016 09:00 AM Central Time Zone

Time Remaining: **20 Hours, 49 Minutes.**

Description:

### Submit a Question to Buyer?

255 characters remaining.

Ask Question

Service Name											
001	<input type="text"/>	<input type="text"/>	Laptops	100	EA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14" Rugged Laptops											
002	<input type="text"/>	<input type="text"/>	Monitors	200	EA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
24" LED Monitors											
003	<input type="text"/>	<input type="text"/>	Mouse and Keyboard	100	EA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Wireless Mouse and Keyboard											
004	<input type="text"/>	<input type="text"/>	Docking Stations	100	EA	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Docking Station compatible with 11111 Dell Laptops											
005	<input type="text"/>	<input type="text"/>	Microsoft Windows 10	1	LT	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Windows 10											
006	<input type="text"/>	<input type="text"/>	Maintenance Agreement	1	LT	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
1 year Service Agreement											
Total All Line Items: \$0.00											
Bid Good For Days*: <input type="text"/>											

## Vendor Comments

Name or Equal:

Set Aside: N/A

Apparent Low Vendor \$198,200.00

Bid for All Items:

Bidders: 1

**Buyer Attachments**

- None

Bid Tab

Amendments

Q&amp;A (0)

My Attachments (0)

Bid History

**Bidders**

Line	Bidder	Bid Amount (Unit Price)	Bid Amount (Total Price)	Fee Amount (Total Price)	Date Time	Part Number	Manufacturer	Bid Good for Days
001	PARTY 1999 - GS-35F-0202N (Bidder#1)	1,234.00 USD	123,400.00 USD (Apparent Low Bid)	NA	06/02/2016 12:15:24 PM CT	11111	Dell	30
002	PARTY 1999 - GS-35F-0202N (Bidder#1)	159.00 USD	31,000.00 USD (Apparent Low Bid)	NA	06/02/2016 12:15:24 PM CT	11112	Dell	30
003	PARTY 1999 - GS-35F-0202N (Bidder#1)	100.00 USD	10,000.00 USD (Apparent Low Bid)	NA	06/02/2016 12:15:24 PM CT	11113	Dell	30
004	PARTY 1999 - GS-35F-0202N (Bidder#1)	290.00 USD	29,000.00 USD (Apparent Low Bid)	NA	06/02/2016 12:15:24 PM CT	11114	Dell	30
005	PARTY 1999 - GS-35F-0202N (Bidder#1)	1,500.00 USD	1,500.00 USD (Apparent Low Bid)	NA	06/02/2016 12:15:24 PM CT	1000	Microsoft	30
006	PARTY 1999 - GS-35F-0202N (Bidder#1)	2,500.00 USD	2,500.00 USD (Apparent Low Bid)	NA	06/02/2016 12:15:24 PM CT	1001	Microsoft	30

Bid Tab

Amendments

Q&amp;A (0)

My Attachments (0)

Bid History

Fields marked with an asterisk (\*) are required data fields.

CLIN	Part Number*	Manufacturer*	Product/ Service Name	Qty	Unit	Unit Price* ?	Unit Total	Unit Proxy* ?	Proxy Total	Contract Price ?	Contract
001	11111	Dell	Laptops	100	EA	1234.00	123400.00	1222.00	122200.00	1234.00	1234
14" Rugged Laptops											
002	11112	Dell	Monitors	200	EA	159.00	31800.00			159.00	3180
24" LED Monitors											
003	11113	Dell	Mouse and Keyboard	100	EA	100.00	10000.00	90.00	9000.00	120.00	1200
Wireless Mouse and Keyboard											
004	11114	Dell	Docking Stations	100	EA	290.00	29000.00			290.00	2900
Docking Station compatible with 11111 Dell Laptops											
005	1000	Microsoft	Microsoft Windows 10	1	LT	1500.00	1500.00			1500.00	150
Windows 10											
006	1001	Microsoft	Maintenance Agreement	1	LT	2500.00	2500.00			3000.00	300
1 year Service Agreement											
Total All Line Items:		\$198200.00									
Bid Good For Days*:		030									